

Rationale Applied to the Name Change

The following rationale was applied by the Board when selecting its new trading name of GrowWellington.

1. The company will focus on export growth for the Wellington region hence the name must have relevance globally
2. The name should be short (Positively Wellington Business had become PWB with the meaning in the name somewhat lost)
3. The name should reflect the company's intentions.

GrowWellington reflects the region of Wellington and its growth aspirations. If shortened it will become GrowWell, which is consistent with its aims.

The name was tested with stakeholders and found that it created only two potential concerns: GrowWellington could reflect an agriculture company; and Wellington could be perceived as Wellington City as opposed to the Wellington region.

The strap line "Working for business success" overcomes the first concern. Adding "in the region" to the strap line would emphasize the regional approach; however this additional wording was rejected because it creates a line that is too long. There was general agreement that Wellington does refer to the region and is essential for global relevance. It was also accepted that "GrowWellington" will be known as driving regional growth once its projects are implemented.